

LinkUp NewsLink

Fall 2002

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

What the media are saying about LinkUp partners

LinkUp's newest partners were recently featured in several national publications.

Dazzled by glass

Recycled glass is experiencing a renaissance, according to editors of the July/August edition of *Natural Home* magazine, a bimonthly publication with some 200,000 readers. Although the recycled glass-tile industry is small, homeowners are embracing it for its aesthetic, practical and earth-friendly qualities. Seattle's Bedrock Industries, which produces tiles and decorative objects from recycled glass, was mentioned along with King County's Solid Waste Division.

Photo finish

On Aug. 27, the *Seattle Post-Intelligencer* carried a color photo of Bedrock's tile manager, J. Penrose, at work in the plant. The placement appeared on the front page of the business section.

Recycling roundup

LinkUp was included in the July/August issue of *MSW Management* as part of a roundup of companies and programs that market recyclables. The story focused on several LinkUp partners that recycle glass and plastics.

Bench press

This year, the city of Bellingham commissioned artists to create outdoor seating as part of a project sponsored by the Office of Neighborhoods and Community Development. Colin Reedy, president of MetaMorf Design, created seven benches using high-density polyethylene from post-consumer recycled plastic. His work was prominently featured in the July 21 edition of the *Bellingham Herald*. (Read more about MetaMorf Design, opposite.)

MetaMorf Design: The art of recycled seating

Spend 15 minutes with industrial designer Colin Reedy, and you can feel your energy level rising. Reedy, president of MetaMorf Design, is passionate about his mission: to create stylish, durable and functional furniture from post-consumer recycled plastic.

This fall, MetaMorf is premiering the Tempo bench — outdoor seating that can be mounted on a sidewalk, installed in-ground or left freestanding. The materials come from regional curbside recycling efforts and years of design research. Reedy adapted a plastic molding process that uses post-consumer recycled plastic with a minimum of pre-processing, allowing furniture to be produced cost-effectively on a large scale.

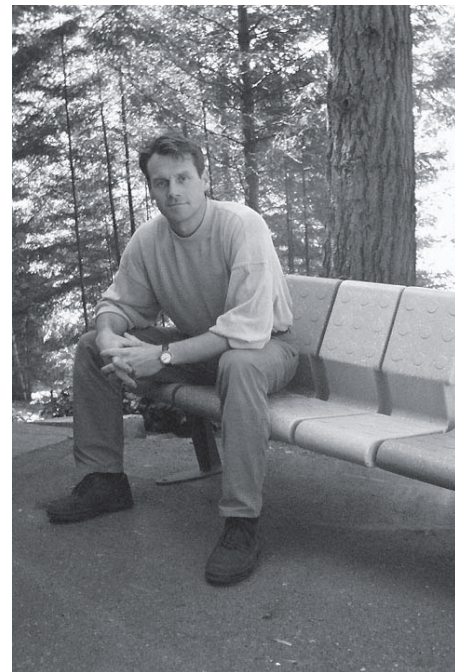
Stretching the possibilities

"I like working with recycled materials," says Reedy. "Everyone is conditioned to separate plastics, but most people don't know where the plastic goes. Although there are other plastic lumber benches on the market, they are usually in brown or gray as if they are pretending to be wood. I like to use plastic for what it is."

For the Tempo bench, that translates to sturdy and well-built seating with an updated, contemporary look, available in a bright palette of colors. The color extends through the plastic so if the bench is scratched, it does not have to be recoated. Its slick surface is also graffiti-resistant and easy to clean.

"When working with recyclables, you take the material in hand and see what happens when you bend or twist it," says Reedy. "The material will reveal its own possibilities."

Reedy was introduced to recycled materials more than a decade ago. After completing a master's course in Milan, Italy, he moved to Amsterdam to work with industrial designers using post-consumer materials for outdoor municipal transportation projects.



MetaMorf's Colin Reedy enjoys his new Tempo bench, made from post-consumer recycled plastic.

In 1994, he started MetaMorf with a partner in Portland, Ore. Since then, the firm has sold customized plastic furniture to businesses in the United States and Canada, including REI and Nike. The company has won many design awards and has been featured in numerous publications.

LinkUp support

The LinkUp team is working with MetaMorf to provide marketing support and business planning assistance. The team is also helping Reedy link up with city and county officials responsible for purchasing green products and services.

The company's approach to green manufacturing is attracting attention. MetaMorf is collaborating with Brandrud Furniture, a healthcare and office furniture manufacturer and another LinkUp partner, to produce rotationally molded, recycled plastic components for a new healthcare seating line.

NewsLink is published quarterly by the King County Department of Natural Resources and Parks, Solid Waste Division, as part of the LinkUp program. For information about LinkUp, contact Erv Sandlin at (206) 296-0233 or erv.sandlin@metrokc.gov, or go to <http://dnr.metrokc.gov/linkup>.



King County

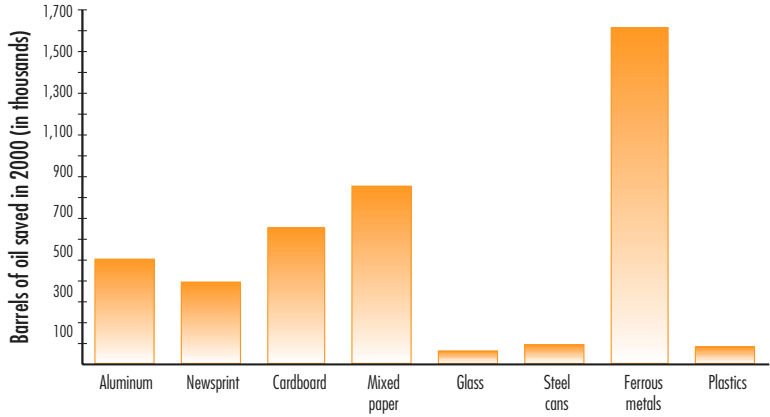
LinkUp seeks new partners

LinkUp provides eligible Puget Sound manufacturers with technical assistance and marketing support. To be considered for program participation, download an application form at <http://dnr.metrokc.gov/linkup> or call Erv Sandlin at (206) 296-0233.

FAST FACTS

Recycling helps save energy

It takes less energy to collect, process and manufacture paper, plastic, glass and metal from recycled materials than to produce them from virgin materials. The 1.5 million tons of these materials recycled in Washington in 2000 saved enough energy to power a mid-sized city for one year.



Source: Washington State Department of Ecology

SPOTLIGHT ON KING COUNTY

Two new LinkUp partners

Glass recycler Bedrock Industries and scrap tire recycler L&S Tire Company are two of the latest businesses to join the LinkUp program.

For the past nine years, Bedrock Industries, located in Seattle’s Interbay district, has transformed discarded glass into handmade tiles available in a rainbow of colors — from rich cobalt blues and fiery orange-reds to cool celery greens and luminous whites. Last year, the company recycled more than 200,000 pounds of glass.

King County considers markets for recycled glass to be a high priority. The LinkUp team will help Bedrock test its glass tiles for such performance factors as thermal shock, water absorption, friction, abrasion and strength. The data will be used to market their products and to qualify them for use in residential and commercial “green building” construction projects.

Last year, L&S Tire Company collected 1.5 million scrap tires in Washington, Idaho and parts of Oregon. At its south Puget Sound facility in Lakewood, Wash., L&S Tire plans to evaluate the feasibility of entering

two new, higher-value markets: producing tire chips for fuel and manufacturing crumb rubber.

The market for crumb rubber is a growing one, particularly in the area of athletic and recreational use, where crumb rubber creates a softer running and playing surface. Crumb rubber can also be blended with asphalt for use in highway construction, and the auto industry is interested in seeing more recycled rubber used in the rubber parts it purchases. LinkUp will provide the company with market research and business planning support.

Calling all architects

The LinkUp program has begun reaching out to architects and designers to acquaint them with the variety of green products manufactured by LinkUp participants. To date, six presentations have been given to some of the area’s largest architectural firms, with more scheduled for the fall.

If your firm would like to schedule a presentation on LinkUp and its green product partners, please contact Erv Sandlin at (206) 296-0233 or send an e-mail to erv.sandlin@metrokc.gov.

CHECK IT OUT!

LINKING ECONOMY AND ECOLOGY

Eugene, Ore., will be site of the sixth annual Sustainable Business Symposium, scheduled for Nov. 7–10, 2002. This year’s conference will focus on what companies are doing to link social and environmental responsibility with economic success. To learn more, visit www.uoregon.edu/~sbs/.

MORE ABOUT GLASS

The Glass Packaging Institute offers many education and information resources for glass recyclers. The group’s website also links to more than 40 other glass-related sites. To explore, go to www.gpi.org.

THE DIRECTION OF GREEN BUILDING

The fifth National Green Building Conference is scheduled for March 30–April 1, 2003, in Baltimore, Md. For details, visit www.nahbrc.org or call 888-602-HOME.

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